



A CUT ABOVE

Photos by Josh Kulla



Above: Despite moving across town, Melodie Favara has kept the decor intact at the new Hair's My Barber Shop so longtime customers, including Gresham resident Michael Curtis, pictured, instantly feel at home. **Above left:** Favara plans to mount the larger of these two barber poles — one that belonged to her father — on the wall of her new shop.



The new shop has room for additional barbers, as well as the familiar hindquarters of an elk that decorated the former location for years.

BUSINESS BRIEFS

Discount merchandise business hosts grand opening

Cheapo Depot, a new business at 1466 N.E. Burnside Road, on the southwest corner of Burnside Road and Northeast Division Street, that sells liquidated and discounted new and used housewares, clothing, furniture and other items, will celebrate its grand opening from 10 a.m. to 7:30 p.m., the store's regular hours, on Saturday, Feb. 20.

Owners Tomas Farias and Laura Bush invite potential new customers to stop by and check out the store while enjoying free hot dogs and beverages.

"People can come by and get special discounts," Tomas said. "Everything in there is pretty much 50 percent of what they're going to pay at a retail store for the same item. A toaster you would pay \$40 for, you can buy from us for \$19. There are some pretty good deals."

Tomas, who has owned Hotel Furniture Liquidators and Appliance Liquidators in the Gresham area, gets new shipments of returned merchandise from name-brand retailers every two weeks.

Call Cheapo Depot at 503-512-8261.

Small business development center offers courses

The Mt. Hood Community College Small Business Development Center will offer a series of classes for those interested in enhancing their business skills in various areas. Here are upcoming classes for February:

■ **Business Plan Bootcamp:** online, self-paced class



Hair's My Barber Shop owner Melodie Favara trims the beard of Michael Curtis, a longtime customer and Gresham resident, at the shop's new location at 1149 N.E. Division St., in the Tri-Square Center. Favara recently opened the relocated version of the shop that her father, Paul, started in 1972 at 1211 S.E. Kane Drive. For more information, visit www.facebook.com/Hairs-my-Barber-Shop-207578079283679/.

Gresham resident Michael Curtis comes to Hair's My Barber Shop for regular beard trimming using an old-fashioned straight razor.

- webmentor: online, self-paced class
 - Weekend QuickBooks Boot-camp 1: Feb. 13
 - Small Business Legal Basics: Feb. 16
 - New Client Orientation to the SBDC: Feb. 18
 - Weekend QuickBooks Boot-camp 2: Feb. 20
 - Going into Business: Start Smart: Feb. 23
 - Writing for Websites to Attract New Customers: Feb. 25
- The SBDC is located at 501 N.E. Hood Ave., Suite 240, downtown Gresham.
- To sign up for the classes and for more information, visit www.mhccbizcenter.org/classes/

OUTLOOK 21 JAN. 2004

Tool store replaces Albertsons

Harbor Freight moves into space left by store in '02

BY JILL FOREMAN
staff writer

A new owner of the College Square shopping complex on Southeast Stark Street and Hogan Drive wasted no time bringing in a

tenant to finally move into the empty Albertsons store.

Barry Menashe, owner of Barry Menashe Inc. Realtors of Portland, bought the 9-acre, 112,000-square foot shopping center just two months ago. Right away, he worked on filling the gaping hole in the middle of the mall that was created when Albertsons moved to the Troutdale Commons, just a half-mile east, in early 2002 after

17 years spent in College Square.

Harbor Freight Tools, a national chain that started in 1968, has signed papers to open its sixth store in Oregon in College Square.

"I heard Harbor Freight was looking, and we made a deal," Menashe said.

Harbor Freight Tools sells more

TURN TO VOID,
Page 3A

Void: Fellow business owners glad to see arrival

OUTLOOK 24 JAN. 2004

CONTINUED FROM Page 1A

than 7,000 tool and equipment items from milling machines to pocket tool kits.

The chain carries brands such as DeWalt, Chicago Electric, Milwaukee, Pittsburgh, Makita, Central Machinery, Porter Cable, Central Hydraulic, Stanley and Central Forge.

The area's closest Harbor Freight Tools is at 1335 N. Mason St., with others in Bend, Eugene, Medford and Salem.

Harbor Freight Tools will start tenant improvements in the next 30 days, Menashe said, with an opening target of approximately 90 days.

It's good for the mall and good for foot traffic, which we sorely need.

— Tom Dehen

"It's good for the mall and good for foot traffic, which we sorely need," said Java Bay owner Tom Dehen, a tenant for 12 years.

Menashe has a reputation for buying malls and turning them around, Dehen said. The former owner was an "absentee owner," he said. He doesn't live in Oregon and therefore didn't give College Square the attention

someone like Menashe, a lifetime Portland businessman with offices downtown, will.

"I'm very involved with all the properties I purchase," Menashe said. "I'm very excited about owning College Square. It's a great corner. It's going to get a lot busier because Harbor Freight Tools is a huge draw for people."

Menashe said his vision for sprucing up College Square includes putting up new signs and

giving it a "somewhat, to-be-determined face lift to make it look better."

Harbor Freight Tools will use 16,000-square feet of the former Albertsons building, leaving a 27,000-square foot space for another tenant.

"I'm working on a proposal with a tenant for the other half," Menashe confirmed Friday, Jan. 23.

"I cannot tell you who it is yet, but if it happens it will be a major, major win for everybody."

Jill Foreman can be reached at jforeman@theoutlookonline.com or by calling 503-492-5116.

TOBACCO

Milgard Windows

OUTLOOK 13 JAN. 1966



Hawes Bros. Auto Service, 1304 E. Powell, Gresham, opened February 1, 1965. Ron and Roger Hawes formerly were at Roberts and Powell. Combined they have had 25 years automotive experience. Tuneup, lubrication, engine overhaul, major and minor repairs, brake service, are all specialties with them. Free pickup and delivery. A call brings prompt, courteous service, 665-7907. Hours 7 a.m. to 7 p.m., closed Sundays. Both Ron and Roger are local Gresham boys, and their wives also.

Saying Merry Christmas is our way of saying "Thank you" to all our many customers and friends. We take this way of saying, "It has been good indeed to serve you during the year now passing... and in the future we hope to be of greater service." May you have a wonderfully happy Christmas!

Season's
Greetings



RON HAWES

ROGER HAWES

HAWES BROS. RICHFIELD

204 E. POWELL AT ROBERTS

MO 5-7907

OUTH. 19 DEC. 1963



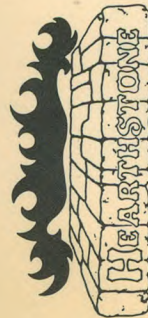
HEARTHSTONE
RESTAURANT & LOUNGE



Produced by The Roving Eye Photographics — Gresham, Oregon 97030



261290



The Hearthstone Restaurant & Lounge
2370 E. Burnside Ave. Gresham, Oregon 97030
(503) 667-2355 Located on Hiway 26
the Mt. Hood Freeway
Open seven days
Lunch, Dinner and Sunday Brunch

5/15/1938

Tragedy Strikes Here as Accident Kills Four Men

Four Others Injured, One Seriously; All Employed at Hessel Implement Co.

WRECK CAUSE UNKNOWN

Funeral Services for Victims Held Wednesday and Thursday

Tragedy in the form of an automobile accident struck Gresham Sunday evening when four employes of Hessel Implement company were killed when the light truck in which they were riding overturned on the highway near Maupin. Of the remaining quartet of passengers, one is critically injured, while the other three suffered only light injuries and shock.

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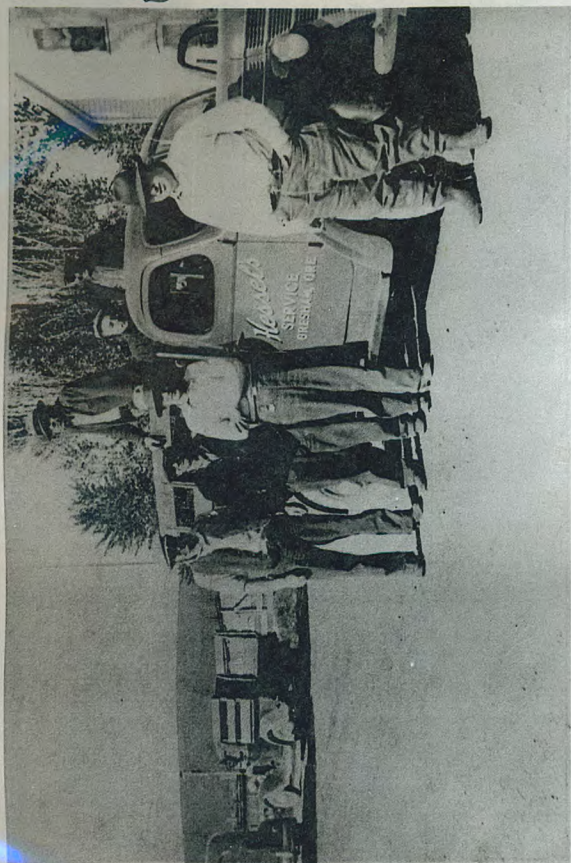
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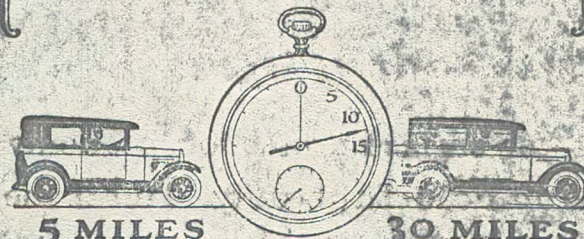
(Continued on page 5, column 4)

528B



FEB 77

The two ideals of American performance and European engineering practice are now combined in this new-type car



In 13 seconds

Stop-watch tests show that the Overland Whippet accelerates up to 40 miles an hour, 18% faster than other light 4-cylinder cars. In all your life you've never driven any automobile like this before. Come in today, and let us give you a demonstration.

OVERLAND *Whippet*

America's New-Type Light Car

HESSEL IMPLEMENT CO.

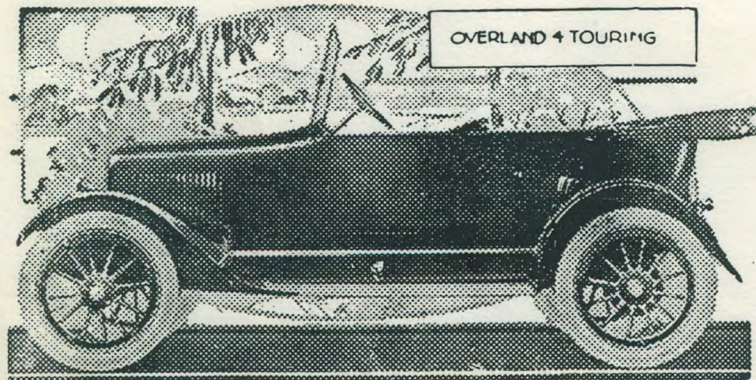
Phone Gresham 1141

J. C. HESSEL

W. A. HESSEL

1922 ad - Menkinota

NOW THE GREATEST AUTOMOBILE VALUE IN AMERICA



Today's Overland: 25 miles to the gallon: all-steel body:
baked enamel finish: 130-inch spring base.

Only three cars have bodies entirely
built of steel. One costs you \$2500,
one \$900, and the other is

Today's **OVERLAND**
\$550

f. o. b. Toledo

TOURING	\$550
ROADSTER	550
COUPE	850
SEDAN	895

W. A. HESSEL

1970

For: HESSEL MOTORS
Release: IMMEDIATE

Two early automobile dealers of the Portland area, W.A. Hessel Sr. and C.A. McRobert Sr., whose businesses are still going strong under direction of their sons were honored Thursday, May 14, by the Gresham Chamber of Commerce and the Gresham Automobile Dealers Association.

More than 250 people turned out for the banquet at the Gresham Elks Club to pay tribute to "Will" Hessel and "Mac" McRobert. Both were presented plaques recognizing their years of service to the automobile industry and the city of Gresham.

Mr. Hessel first came to Gresham in 1908 and began selling automobiles at Hessel Implement Co., now Hessel Motors, in 1916. Mr. McRobert began his automobile career in the early 1920s with Covey Motors in Portland and entered business in Gresham in 1930.

Narration during a program of photographic slides of early day scenes in Gresham revealed that both men served on the Gresham City Council and both played a major role in development of the Gresham Chamber of Commerce. Mr. Hessel was one of the founders of the latter as the Gresham Commercial Club and Mr. McRobert served as Chamber president in 1934. Both were also active in assisting the Boy Scout program. Mr. McRobert is a past president of the Oregon Automobile Dealers Assn. and a past director of the National Automobile Dealers Assn.

Mr. Hessel was the first Chrysler dealer franchised in Oregon and his Hessel Motors, which last week officially opened a new headquarters on East Powell at 243d Avenue, is now the oldest Chrysler-Plymouth dealership in the West. A coincidence revealed at ~~Friday~~^{the} banquet is that Mr. McRobert signed the first Chrysler dealership agreement given Hessel

(more)

Implement Co., as sales manager for Covey Motors, then the Oregon distributor for the new Chrysler company.

The McRobert Ford Company, managed by Chet McRobert Jr., is now across Powell Boulevard from the new Hessel Motors plant, managed by W.A. (Bill) Hessel, Jr. Just to the east of the new Hessel facility is the sales and service operation of Fanning Chevrolet. Ross Fanning teamed with Carl Graf, vice president of the First National Bank of Oregon and manager of its Gresham branch, in presenting narration of the careers of the two men.

Jack Hessel, another son of W.A. Hessel Sr., manages a second branch of the original Hessel Implement Co., the Hessel Tractor and Equipment Company located on N.E. Columbia Boulevard in Portland, and serves as vice president of Hessel Motors.

#

Hessel business in the family for 85 years

■ The Hessel Implement Co. occupies a low profile in the Oregon business community, but would be in the top 100 in sales

By ERIC GORANSON

of The Oregonian staff

7-15-93

When Jack Hessel started out in business, he worked after school for the Hessel Implement Co. in the heart of downtown Gresham. He swept floors, cleaned up grease and washed cars. The year was 1949, and the job earned him 10 cents an hour.

Today, Jack Hessel is chief executive officer of Hessel Tractor & Equipment, a company that sells John Deere and Melroe Bobcat logging equipment and road machinery at 1425 N.E. Columbia Blvd. in Portland. It occupies a low profile in the Oregon business community, considering its annual sales.

"It's not known since we don't make public our revenues, but if we were listed among the leading companies in the state, we'd be in the top 100 in sales," Hessel said.

That means annual sales of more than \$40 million.

The company was founded in 1908 at Main Avenue and Powell Boulevard in Gresham by John Charles Hessel, a German immigrant, and his son, William, Jack Hessel's father. Area farmers were their customers. Horse-drawn plows, buggies, one-cylinder John Deere engines and some of the area's first cars — Willy Overlands — were in stock.

When Jack Hessel began his climb up the family corporate ladder, the company still had fewer than 10 employees.

Today, it has about 140 workers and a major parts-and-service operation, including 25 vehicles and people who can service equipment in the most remote areas.

It also operates in four other locations — Bend, Medford, Albany and Eugene — outlets that Jack Hessel picked up in the early and mid-1980s when the logging bust forced some competitors into retirement.

Those days, he recalled, weren't fun for anyone.

"We lost half our net worth," he said. "We had lots of equipment and were paying 21 percent interest on equipment we couldn't sell, but we hung in there.

"That time, and Dad's surviving the Depression, were our hardest times," he said. "Dad would take cord wood, geese, horses and other items in trade for his products."

In the 1960s, farm equipment largely was replaced with machines that move dirt and cut trees.

To serve customers in the construction industry better, Hessel moved from Gresham to the east bank of the Willamette River. In 1961, he relocated once again to Northeast Columbia Boulevard.

"This was becoming the more industrial area," said Brent Hessel, Jack's son.

Today, Hessel stocks about 40 different pieces of equipment, some selling for as much as \$300,000. Cit-

ies, the state of Oregon, nurseries and loggers are his top customers. He also fabricates machinery. Some gear has been sold in Russia and France.

"That piece over there," he said on a tour of his 15-acre site, "can cut a 26-inch tree down, delimb it, cut it into logs and load it on a truck."

The current depression in the logging industry holds no major concern for Hessel. The trees they're now felling, he said, are the smaller ones his machines are designed to handle. Instead of loggers swarming the woods with their chain saws to cut down giants, a few woodsmen operating machines will thin and harvest smaller trees.

Into the early 1970s, the Hessel family led in the development of Gresham. Jack Hessel's grandfather was among the town's founders. His father, William, founded the local Masonic lodge. His brother, Bill, was a Gresham councilman and had the oldest continuous Chrysler dealership in the western United States until the 1970s.

Today, Don Hessel, Jack Hessel's nephew, runs Main Street Restau-

rant & Bakery, almost next door to where the Hessels launched their business 85 years ago.

Jack Hessel's sons, Brent and Brad, are active in the business. Brent Hessel is vice president of finance; Brad Hessel is in charge of advertising.

"Fifteen years from now will mark 100 years for a family owned business," Jack Hessel said. "That's a pretty good accomplishment."

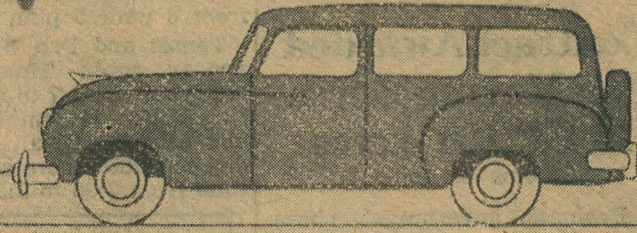


Jack Hessel (left) and his sons, Brent and Brad, keep their fingers on the pulse of industry and adjust their inventory to meet changing needs. The company was founded in 1908 at Main Avenue and Powell Boulevard in Gresham by Jack Hessel's father and grandfather, who sold implements to farmers.

ROGER JENSEN/The Oregonian

OUTLOOK
MAY 31, 1956

We're Fishing
for your wagon!



LOOK AT OUR BAIT!

LURE #1



FREE CAMPING OUTFIT

COMPLETE FAMILY CAMPING OUTFIT INCLUDES THESE ITEMS

- | | |
|------------------------|--------------------------|
| 1 - 9x9 UMBRELLA TENT | 2 - CAMP COTS |
| 1 - COLEMAN STOVE | 2 - AIR MATTRESSES |
| 1 - STOVE STAND | 2 - DACRON SLEEPING BAGS |
| 1 - COLEMAN COOLER | 4 - COLEMAN CAMP STOOLS |
| 1 - COLEMAN CAMP TABLE | 1 - 14-PIECE COOKING KIT |

LURE #2



BONUS TRADE-IN ALLOWANCE

A BONUS TRADE-IN ALLOWANCE FOR YOUR USED STATION WAGON MEANS LESS MONEY DIFFERENCE FOR A NEW 1956 PLYMOUTH SUBURBAN.

LURE #3



PLYMOUTH HI-STYLING

MEANS MORE ROOM IN EVERY DIMENSION.
PUSH BUTTON DRIVE.
HIGHER RE-SALE VALUE.

NOW'S THE TIME TO TRADE

FOR THAT **PLYMOUTH** SUBURBAN

IT'S OPEN SEASON NOW AT

CHRYSLER
PLYMOUTH

HESSEL'S

23 West Powell
Gresham
MO 5-21

Hessel to Raze Old Hotel, Bank Buildings Here

10-29-64

Two of downtown Gresham's oldest structures, the former Gresham State Bank and Gresham Hotel buildings at Main and Powell, will be torn down to make way for expansion of Hessel Chrysler-Plymouth facilities.

Bill Hessel, city councilman and auto dealer, informed fellow councilmen of his plans at last week's city hall session. He asked if there were any objection to use of the corner for a used car lot and council found none.

Hessel said his firm has owned the two vacant buildings for about a year. He added that he had been unable to purchase the adjoining Howitt building.

Hessel Selling Chryslers Again

2-7-63

Hessel Chrysler - Plymouth is once again selling Chryslers, it was announced last week by Bill Hessel Jr., manager of the long established Gresham auto agency.

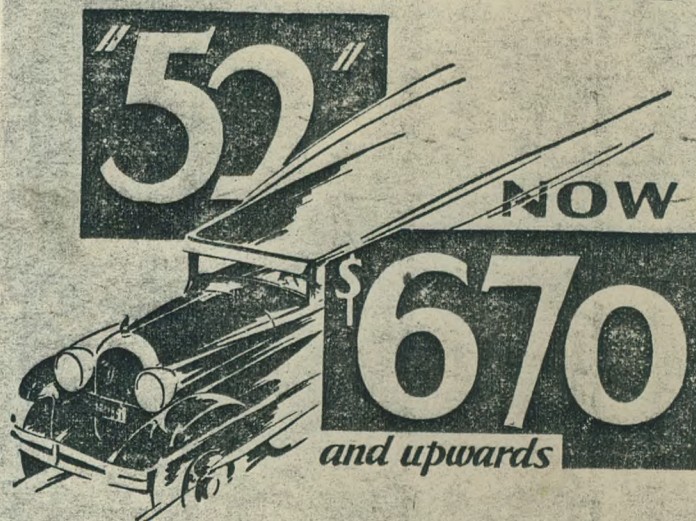
The Chrysler franchise was renewed after several years in which the firm handled only Plymouth and Valiant autos. The dealership also has an International truck franchise.

Hessel's is the oldest Chrysler Corp. franchise in the state, having been associated with Chrysler since 1928.

The Chrysler models include the Newport, 300, New Yorker and 300-J sports auto.

Sales and service will continue to be available.

1951 CHRYSLER



ONLY in Chrysler "52," at its new low prices of \$670 upwards, can you buy these qualities —

Characteristic Chrysler speed and dash, usable with complete comfort because of unrivaled engine and riding smoothness;

Full-sized, roomy bodies of exceptional fineness;

Smartness and beauty of line and color that set the pace for the industry;

Dependability and long life that result from a precision of manufacture totally unknown in the building of any other low-priced car;

There you have the smart New Chrysler "52." At its new low prices and sensational values, public preference acclaim it as more than ever the greatest car in the low-priced field. See this great car and ask for a demonstration.

Sensational New Lower Prices

2-door Sedan, \$670; Coupe, \$670; Roadster (with rumble seat), \$670; Touring, \$695; 4-door Sedan, \$720; DeLuxe Coupe (with rumble seat), \$720; DeLuxe Sedan, \$790.

All prices f. o. b. Detroit, subject to current Federal excise tax. Chrysler dealers are in position to extend the convenience of time payments. 1152

HELSEL IMPLEMENT CO.

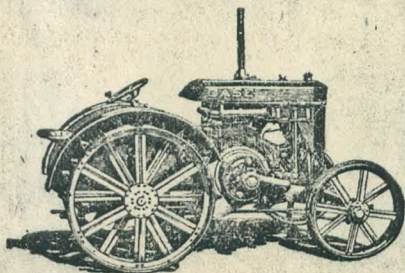
RELIABILITY
PHONE 1141

SERVICE
GRESHAM, OREGON

Case Reliable Tractors International or Oliver Tractor Implements

Not a New Tractor or Tractor Implement to experiment with.

Plenty of reserve power on draw bar with a real belt pulley.



W. A. HELSEL

Phone 544

SERVICE

Phone Res. 6x2

5/15/1938

Tragedy Strikes Here as Accident Kills Four Men

Four Others Injured, One Seriously; All Employed at Hessel Implement Co.

WRECK CAUSE UNKNOWN

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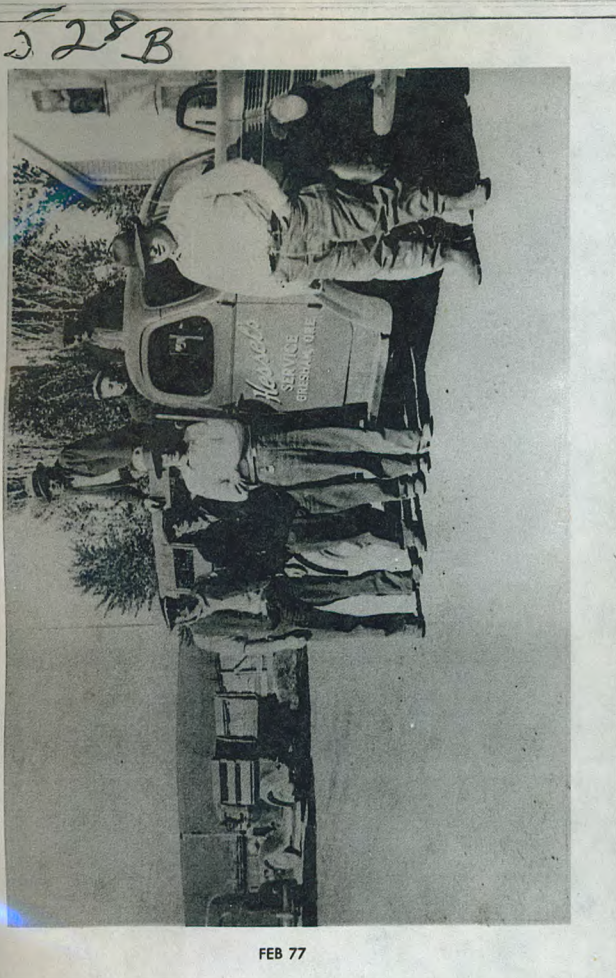
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(Continued on page 5, column 4)



FEB 77

Grotto changes hands

by LLOYD WOODS
of The Outlook staff

Gresham High School students are wondering what life will be like at the Hi Fi Grotto come Thursday.

Today is the last day Jim Day and friends will serve up breakfast, lunch and advice for the countless Gresham High students who proudly call themselves regular customers of the small cafe across Main Avenue from the school. On Thursday, former Grotto owner Gerry Hiscoe takes over again.

Day had been leasing the business, with an option to buy. "A reasonable offer was made" to buy the business, he said. "Our offer was not accepted and we have to leave."

Since September 1988, Day and a group of what he termed "citizens who made it a better place" sought to change the image of the Grotto from one as a hangout for dropouts and worse to a place where students could feel comfortable having a bite to eat or chatting with friends. On weekend evenings, Day opened the place up for teens to meet in support groups to share concerns and problems.

"This is a safe place for a lot of students on Friday nights and Saturday nights," said senior Amber Holden, munching on a burger during lunch time Tuesday.

"He's cleaned up the image," senior Jennifer Morris said of Day.

"We're really going to miss him," Holden added. "This building was just a lot more than a lunch place."

"I didn't like it over here before," said senior Chris Vandegrift, adding that Day not only made the business more attractive and inviting for the students, he also did not allow smoking in the restaurant. That is why you still will see students hanging out in front of the building smoking.

"They're all good kids," Day said. "I'm going to miss them."

"I hate to see it happen, because I think Jim has been real good for the place," said Joel Malone, Gresham City Council member and Gresham High teacher.

"I'm still hoping it will work out for the best," he said, adding that he hoped Hiscoe would operate the cafe the same hours Day did.



Staff photo by Brian Mc

Beneath a banner put up by Gresham High School students, junior Mikki Mortenson and friends Tuesday discuss the change of ownership of the Hi Fi Grotto.

ty and police officials concerned about the image of the Grotto even under Day's operation, Day at the start of this school year only opened the restaurant before school, during class breaks, lunch time and after school.

Because it was closed during class times, the Grotto was no longer a haven for class skippers

district who apparently hung out there waiting for Gresham students.

That move cut into profits, Day said. "The better it became, the less the revenues were."

Hiscoe said the cafe will open at the regular time on Thursday, but as of Tuesday she had not decided if it would be open or closed during

"I'll be there (Thursday)," said. "I have no idea what's going to happen."

Hiscoe said she always tried work with school officials to prove the Grotto's image and do so in the future.

She said she will ponder future plans for the business next week when the restaurant is closed

Can woody briquettes replace coal?

Company in race to create alternative fuel for coal plants

by JORDY BYRD
Pamplin Media Group

Hiroshi Morihara's wife said he looked bored. She suggested he invent something. The result of this suggestion, paired with Morihara's ingenuity, may change the world.

Morihara is the CEO and founder of HM3 Energy. The Gresham-based company, formed in 2008, has developed a proprietary process to turn sustainably harvested biomass — forest waste like tree limbs, bark, tree tops and agricultural residue — into economically viable clean fuel

that can replace coal in coal-fired power plants.

Substituting HM3's biomass briquettes for coal would reduce carbon emissions into the atmosphere and throw a monkey wrench into the path of global warming. It also could prove vital for Oregon's energy supply, in light of a 2010 agreement to close the state's only coal-fired power

plant, Portland General Electric's Boardman facility, by the end of 2020.

"You have to have environmental and government pressure to replace coal with clean fuel," Morihara says. "Five to ten years ago this technology wasn't possible, this pressure wasn't there."

"The United States burns 1 billion tons of coal a year and power plants globally are under pressure to clean up. So we have a great opportunity."

Morihara and his team of engineers, along with researchers from Oregon State University's Department of Wood Science and Engineering, are racing to develop and successfully commercialize the dense biomass briquettes. Morihara says his seven-person operation is competing with a handful of green energy companies to be the first to successfully market such a product.

Like coffee beans

The dark-brown briquettes resemble hockey pucks. However, they pack the energy equivalent of coal and burn without releasing pollutants like sulfur, nitrous oxides and mercury.

The process to create the briquettes, called torrefaction, is old. Roasting a coffee bean is essentially torrefaction. HM3 Energy has cleverly reapplied the technology to create clean energy.



COURTESY OF HM3

A Gresham company hopes its briquettes made of biomass — and resembling hockey pucks — can be a clean-burning fuel substitute for coal at coal plants.

First, biomass is collected from urban construction sites, forest thinning or logging.

Next, the biomass is ground, dried and heated to torrefaction temperature — more than 392 degrees Fahrenheit in the absence of air, causing the wood's properties to change.

Carcinogenic vapor is released from the biomass, captured and combusted. Heat from the combustion is used to dry now-torrefied wood. The product is then cooled and compressed into dense briquettes that, unlike wood pellets on the market, can be burned in existing power plants. The water-resistant briquettes also can be stored outdoors and easily

shipped in open rail cars.

A BEST bet

This year, the Oregon Built Environment & Sustainable Technologies Center (Oregon BEST) awarded an \$86,000 commercialization grant to HM3 Energy and its partners at Oregon State University. Oregon BEST awarded \$1 million in grants to speed commercialization of the state's most promising clean-technology products.

"If HM3 Energy is successful in its goals, it will have created a truly transformational technology addressing a major global energy challenge," says David Kenney, Oregon BEST executive director.

Eventually HM3 Energy plans to build a small commercial plant in Prineville, Ore., where sufficient biomass feedstock is economically available within a 40-mile radius. An additional 10 to 20 plants could be built throughout Oregon to replace all of the fuel currently burned by Portland General Electric.

"The beautiful thing is that these plants have the potential to address many of Oregon's woes right now," Morihara says. "The production facilities will be located in rural areas where jobs are so desperately needed. The feedstock is forest slash which is currently burned in place or left to rot. And the final product is a clean replacement fuel for coal. This is good for the Oregon economy and good for the environment."

Final tests?

But the product isn't quite ready for marketing.

HM3 Energy conducted a pilot test in 2010 and again this August. Morihara says the last test was semi-successful, as the prod-

uct was inconsistent. A third test will be executed in November.

"The most critical test is scaling up; that's what we are doing now," Morihara says. He refused to reveal the location and details of that test.

"If HM3 Energy is successful in its goals, it will have created a truly transformational technology addressing a major global energy challenge."

— David Kenney,
Oregon BEST

"Only a few companies in the world are at our state," he says. "We want to make sure nobody takes advantage of us. The key is who is going to be the first ... We think we are better than them."

Utilities like Portland General Electric, TransAlta, PacifiCorp, Duke Energy and international energy providers have already expressed interest in HM3's briquettes. Morihara says the companies are "anxiously waiting."

Morihara, his wife — who now works in the lab — and the rest of the team at HM3 Energy are also anxious. The team is racing against the clock to be the first company worldwide to successfully create and market a clean replacement for coal.

The stakes of this race — averting environmental catastrophes caused by an increasingly warm climate — are high.

OUT - 3 NOV. 1999

BUSINESS



CAMERON HARDY / THE OUTLOOK

Hollywood Video will soon be moving into the former Videoland store at Gresham Town Fair. The sign has been installed. Company officials could not be reached Tuesday for more information on the opening date. It will be Hollywood Video's third store in east Multnomah County and second in Gresham.

OUTLOOK - 10-10-63

Honda of Gresham Grand Opening

Grand opening of Honda of Gresham in its new quarters at 12-Mile Corner will be held Saturday and Sunday of this weekend.

The opening event will be combined with the first showing of the new Honda C200.

"This is the 90 cc bike everyone's been waiting for," said owner Bob Williams.

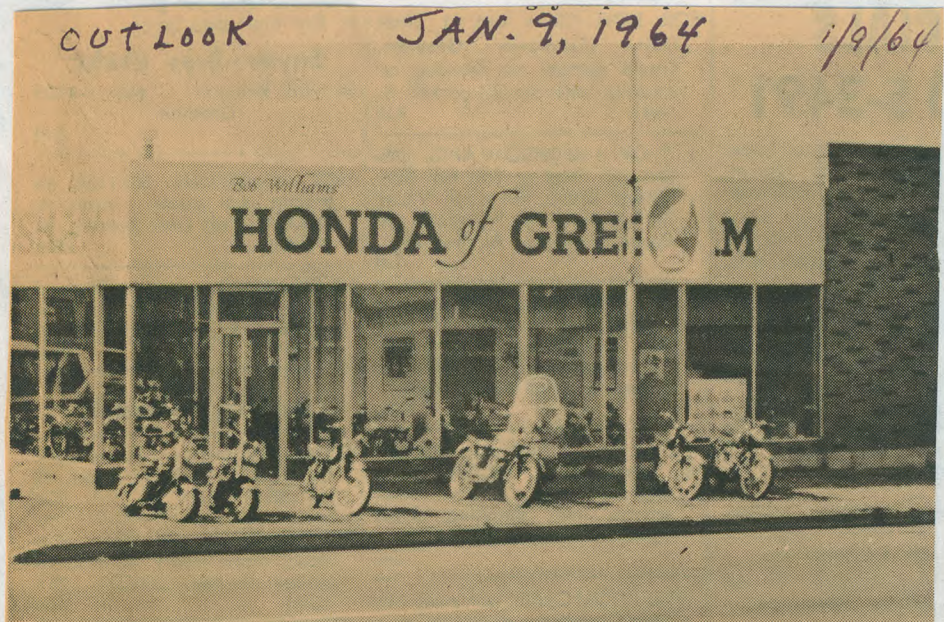
The Japanese motorbike has taken America by storm and East Multnomah County is no exception.

A long row of Hondas parked along side a building at Gresham high school is ample proof of their appeal to young folks.

And the little machines have lots of older fans too, Williams said. Besides furnishing economical transportation, they are great fun to take on a spin up the mountain or on hunting and fishing trips.

The growth of Honda of Gresham's business forced Williams to

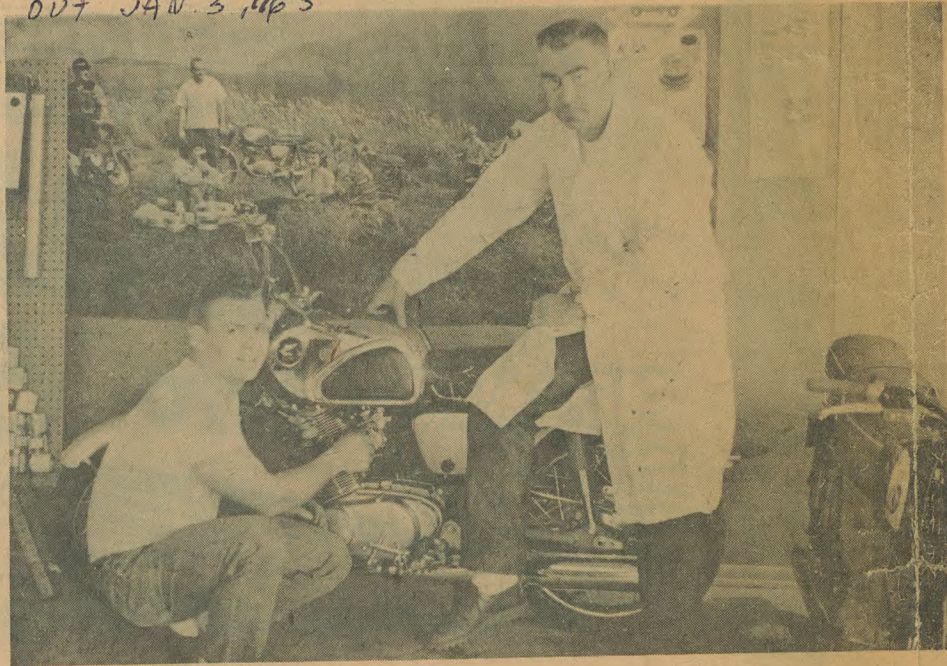
seek larger quarters. He had been in a smaller building on Main St. in Gresham but the expansion will give more room for display and servicing.



Honda of Gresham, owned by Bob Williams, opened for business April, 1962 at the corner of Division and Main with Joe Kim as mechanic. In October, 1963, the business was moved to 12 Mile Corner with Kim as manager and Del Burgess as mechanic, and three part-time salesmen—Leo Carbone, Oliver Zimmerman and Bud Parsley. This new facility with its adjacent riding area is one of the finest motorcycle layouts in the Northwest. Del Burgess (45 Q) represents the shop in the professional motorcycle races. S&H Green Stamps on parts and accessories, too. Drop by and visit Bob Williams' Honda of Gresham, 12 Mile Corner or phone MO 5-2521.

OUT JAN. 3, 1963

OUTLOOK



Honda of Gresham has already established itself as the "motorcycle mecca" of Eastmont. Owner Bob Williams, who formerly called it Gresham Sport Shop, offers the complete line of Honda machines from trail bikes to road machines. Expert service is also a strong attraction for this business, located in Gresham on Main Avenue at 10th. Shown are Williams (right) and mechanic Del Burgess.

CHANGES MEAN A HAPPY HOPPY BREWER

Downtown business expands, licensed to brew on-site now

By ANNE ENDICOTT
The Outlook

Big things come in pairs for Steve Krause, owner of the Hoppy Brewer on Main Avenue in downtown Gresham.

The only local source for home brewing supplies has expanded into the space next door, and as of Nov. 26, Krause is now also licensed to brew on-site.

"We just put our own beer on tap within the last week," Krause said. "Our first was 'Bittersweet,' a hoppy amber with a slight caramel flavor that comes from the malts used. I like researching what's in a good beer and tweaking it to my taste, so what we make here will be our own recipes."

Krause's new operation is what is known as a nanobrewery, a step below a microbrewery, meaning the Hoppy Brewer is limited to a 10-gallon production capacity. Housed under a dining canopy in a back corner of the store's outside dining area, Krause's new operation is the fruition of a dream and his platform for the future.

Krause, 47, is a home brewer

from way back. He admits to dabbling in the process in his early 20s, but says he began brewing in earnest about four years ago. After many trips to supply houses in Portland, the Troutdale resident decided to leave his 20-year career with Hillcrest Ski and Snowboard and bring brewing basics to Gresham.

"There was no place out here for supplies and ingredients," Krause said. "I was tired of driving into Portland for supplies, so I made a career change and opened my own business."

The Hoppy Brewer opened in May 2011, with 11 beers on draft and more than 200 varieties of primarily Northwest microbrews, sold in bottles, cans, pints and 1-gallon "growler" jugs. Krause opened an outside dining area this summer, a novelty in the downtown area, which quickly became a gathering place for customers to grab a bite to eat and a brew and sit a spell.

But guiding novice brewers has always been Krause's passion. He willingly shares his expertise with DIYers and learns

their taste preferences to help direct them in producing their own home brew. The store employs two other "avid brewers" and keeps a recipe file to help rookies get started.

The Hoppy Brewer's 970-square-foot expansion essentially separates the Tap Room from the supply side, and also frees up space for future in-

store events.

"We were going for a market-type look with the bins of hops and other ingredients," Krause said. "It's also allowed us to think about maybe putting a bar in the tap room some day, and now we have more opportunities for live music, which is something we hope to do throughout the winter."



OUTLOOK PHOTO: JIM CLARK

Hoppy Brewer owner, Steve Krause, will soon be adding his own beers to his pour list.

If you go

WHAT: The Hoppy Brewer, a tap room featuring 11 rotating draft beers and more than 200 varieties of bottled and canned Northwest microbrews; also offers a selection of cider, wine and a full line of home-brewing supplies.

WHERE: 328 N. Main Ave., Gresham

HOURS: 11 a.m. to 8 p.m. Monday through Thursday, 11 a.m. to 9 p.m. Friday, 9 a.m. to 8 p.m. Saturday, 11 a.m. to 6 p.m. Sunday

FOR MORE INFORMATION: Call 503-328-8474

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